



# STRAND

Title: Marketing Coordinator  
Department: Sales & Marketing  
Reports to: VP Sales & Marketing  
Job type: Full Time  
Location: Vancouver Office  
Start Date: Immediate

## STRAND IS LOOKING FOR A MARKETING COORDINATOR

Strand is seeking an individual who is passionate about real estate, has a strong drive to be a part of a growing organization and wants to be an instrumental part of creating a lasting legacy in the urban environments that we conduct our business.

## WHO IS STRAND?

Founded in Vancouver in 1976, Strand has been actively involved in a number of real estate sectors, including: the development and acquisition of multi-family garden style and high-rise apartments and condominium projects; single family land and housing developments; the development of multi-unit warehouse projects; and the acquisition of office building properties; and, the provision of mortgage financing to developers for residential and commercial developments throughout North America.

While Strand has maintained a relatively low profile, consistent with the philosophy of its major shareholders and financial partners, Strand has developed an established reputation for successfully and conscientiously developing real estate. Strand is active throughout several regions in North America and has its head office in Vancouver, with regional offices in the southeastern and western United States.

Strand's active projects are comprised of over six thousand residential units in seven states and in Metro Vancouver comprising 600 condominiums and 450 rental apartments. The Metro Vancouver division, started by Mike Mackay, has established itself as a well-recognized and respected developer in the region by demonstrating innovation, a commitment to building for the needs of the region's diverse demographic composition.

## WHY JOIN STRAND?

Strand's development business is disciplined, dynamic, and expanding. This is an opportunity for the successful candidate to join a team of professionals that, in a short period, have built a portfolio of business across a wide range of real estate sectors. Strand is a progressive real estate group that rewards entrepreneurial spirit, collaboration and ingenuity and provides opportunities for its employees to grow with the company, both professionally and financially. Strand is exploring

opportunities to expand its development activities to include projects across both Canada and the United States.

## POSITION MANDATE

This position will report to the VP Sales & Marketing, and will focus on providing support to all sales and marketing aspects of the company's real estate portfolio including operations, development, construction, and asset management, both corporately and on a project basis.

## QUALIFICATIONS

- Excellent organizational skills with the ability to manage multiple projects and priorities in a fast paced and regularly changing environment
- Strong team player, outgoing with great people skills and initiative
- Ability to work respectfully yet assertively with a team of senior level Managers / Directors / Vice Presidents
- Effective Communication – speak, listen and write in a clear, timely, professional manner, and representative of the brand voice
- Expert in using latest communication tools and techniques. Google Analytics, Survey Monkey, Word Press, Hootsuite, Social Media Platforms
- Ability to manage internal and external relationships with both creative and production oriented individuals. Prior experience working with graphic designers, web designers, Interactive Marketing firms, signage / printing suppliers, media suppliers, and sales & marketing firms preferred.
- Familiarity with Lasso and / or other database management tools.
- Experience researching and collecting data for the creation and completion of reports and presentations.
- Previous Sales and Marketing Coordinator experience in the construction / development / property management industry would be an asset.
- Understanding of Contract closing administration, Property Management, and / or other transactional elements within the real estate industry would be an asset.
- Strong computer skills including Microsoft office and Adobe Suite, desktop publishing skills would be an asset.
- Strong English language skills a must. Ability to communicate in Mandarin / Cantonese a plus.

## JOB DESCRIPTION

### Project Management Support

- Work with external Project Management team to provide support on project deliverables.
- Produce marketing materials including flyers, promotional packages, and price lists for internally managed projects.
- Coordinate onsite private and public events and provide support to external Project Management teams for project events (attend as needed).
- Review marketing collateral for errors and accuracy.

## Corporate Support

- Proof and edit reports.
- Help produce business development proposals supporting acquisitions, finance, and development groups
- Manage corporate databases and ensure clean and up-to-date with partner databases
- Provide support to the President's executive assistant as it relates to marketing related skills and expertise.
- Provide backup Boardroom operations support and reception relief when needed.
- Coordinate corporate events with President's Executive Assistant
- Assist VP Sales & Marketing with the creation of corporate marketing strategies and branded tools
- Maintain a file system of document templates, an image bank of owned images, renderings and collaterals
- Produce investor reporting letters and reports based on information received from multiple departments and managers

## Market Research and Reporting

- Become a student of the real estate industry attending project launches and competitive sales offices, industry events, keeping updated on the status of current projects in the market through NHSLive and networking with industry colleagues
- Provide team with regular updates on competitive offerings and relevant new home sales data.
- Provide new home sales data in a report format that is easy to analyze.
- Keep current on area demographics and psychographics and economic conditions and be able to respond and articulate market trends
- Be able to extract relevant data from StatsCan to report on macro trends

## E-mail Marketing

- Maintain an e-blast calendar and schedule project and corporate e-blasts for internally managed projects and corporate initiatives
- Design e-blast headers, footers, and templates using Lasso, InDesign and Photoshop.
- Monitor e-blast effectiveness reporting as required.
- Keep current with Lasso CRM including training, webinars, support etc.
- Update and send homeowner newsletters as directed.

## Website Management

- Audit and update the corporate website on a weekly basis to ensure information is current.
- Coordinate with sales & marketing and development partners to ensure their websites accurately reflect our projects most current information
- Track website analytics and produce a monthly summary report including recommendations for improvement.

## Project Reporting

- Maintain weekly and monthly sales and marketing reports including collecting data from multiple sources – internal and external databases – reporting on leads, sales against forecasted goals.
- Yearly summary reporting to track annual marketing spending by supplier and tactics, visitor traffic patterns and demographics from year-to-year, and make recommendations based on learnings.
- Conduct surveys using Survey monkey for each project (Quarterly) and corporately as required.

#### Public Relations

- Track all positive and negative mentions of Strand and its executives and report grievances and threats to the President in a timely manner
- Coordinate Award submissions with internal and external stakeholders.
- With the direction of the VP Sales & Marketing, develop and maintain a social media content schedule for all Corporate and project accounts including but not limited to Instagram, Facebook, LinkedIn, Twitter, Youtube,

If you are interested and qualified for this position, please send short email cover letter along with your resume to [bsmith@stranddev.com](mailto:bsmith@stranddev.com)